TABLE IV

PHILIP MORRIS

Brand	Tar, mg/cigt. Advertised	PM Target	TITL	PM
Alpine KFMSP[1]	15	15.0	16.6	15.4
Alpine 100FMSP	15	15.0	16.0	16.0
Alpine Lights KFMSP	9	10.0	9.3	10.3
Alpine Lights 100FMSP	10	10.0	9.5	10.8
B & H KFHP	15	14.5	15.4	14.8
B & H 100FHP	17	16.0	16.4	15.6
B & H 100FMHP	17	16.0	16.5	15.7
B & H 100FSP	17	16.0	16.9	16.6
B & H 100FMSP	17	16.0	15.8	15.6
B & H Deluxe Ultra Lights 100FHP	5	6.0	5.2	5.9
B & H Deluxe Ultra Lights 100FMHP	5	6.0	5.1	5.8
B & H Lights 100FHP	11	10.5	10.8	9.8
B & H Lights 100FMHP	10	10.5	10.2	10.2
B & H Lights 100FSP	11	10.5	10.6	10.2
B & H Lights 100FMSP	11	10.5	10.6	10.5
B & H Multifilter KFSP	11	11.5	11.9	11.3
Cambridge Full Flavor KFSP	17	16.0	17.5	16.4
Cambridge Full Flavor 100FSP	17	16.0	17.3	15.8
Cambridge Lights KFSP	12	12.0	12.4	12.2
Cambridge Lights KFMSP	12	12.0	12.0	11.9
Cambridge Lights 100FSP	12	12.0	11.7	11.1
Cambridge Lights 100FMSP	12	12.0	11.5	11.0
Cambridge Ultra Low Tar 100FSP	5	6.0	4.0	4.9
English Ovals KNFHP	24	22.0	23.5	22.7
Marlboro KFHP	17	16.0	16.8	16.3
Marlboro KFSP	17	16.0	16.8	16.6
Marlboro KFMSP	17	15.0	16.5	15.5
Marlboro 100FHP	17	16.0	16.6	16.0
Marlboro 100FSP	17	16.0	16.4	15.3
Marlboro 25's KFSP	17	16.0	17.1	16.0
Marlboro Lights KFHP	11	11.0	11.2	10.6
Marlboro Lights KFMHP	10	10.0	9.8	9.5
Marlboro Lights KFSP	11	11.0	11.3	10.9
Marlboro Lights 100FHP	11	11.0	10.8	10.7
Marlboro Lights 100FMHP	10	10.0	10.0	9.6
Marlboro Lights 100FSP	11	11.0	10.7	10.6
Marlboro Lights 25's KFSP	11	11.0	11.0	11.1
Marlboro Red 100FHP	16	16.0	16.8	16.0
Marlboro Red 100FSP	17	16.0	16.4	15.3
Merit KFHP	8	8.0	7.7	7.6
Merit KFSP	8	8.0	7.8	7.6
Merit KFMSP	8	8.0	7.9	7.9
Merit 100FSP	10	10.0	9.8	9.7
Merit 100FMSP	10	10.0	9.7	9.5
Merit Ultra Lights KFHP	5	5.0	5.1	5.8
Merit Ultra Lights KFSP	4	5.0	4.8	5.1
Merit Ultra Lights KFMSP	5	5.0	4.8	5.2
Merit Ultra Lights 100FHP	6	6.0	5.8	5.8
Merit Ultra Lights 100FSP	5	6.0	5.3	5.8
Merit Ultra Lights 100FMSP	6	6.0	5.2	5.6

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Source: https://www.industrydocuments.ucsf.edu/docs/nmbl0001

TABLE IV (cont.)

PHILIP MORRIS

Brand	Tar, mg/cigt. Advertised	PM Target	TITL	PM
Parliament Lights KFHP	9	9.0	9.2	9.2
Parliament Lights KFSP	9	9.0	9.4	9.3
Parliament Lights 100FSP	12	11.5	12.2	11.5
(Philip Morris) RNFSP	21	22.0	22.6	20.4
(Philip Morris) Commander KNFSP	26	22.0	26.1	23.1
PM International 100FHP	17	16.0	16.7	15.8
PM International 100FMHP	17	16.0	16.8	16.8
Players RNFHP	25	22.0	24.7	22.8
Players KFHP	12	12.0	12.0	11.7
Players KFMHP	12	12.0	11.8	11.5
Players 100FHP	14	14.0	14.2	13.8
Players 100FMHP	14	14.0	13.9	13.5
Players Lights 25's KFSP	10	10.0	10.4	10.4
Players Lights 25's KFMSP	10	10.0	10.1	8.9
Players Lights 25's 100FSP	12	12.0	11.8	11.7
Players Lights 25's 100FMSP	11	12.0	11.5	11.4
Saratoga 120FHP	15	14.5	15.1	14.7
Saratoga 120FMHP	15	14.5	14.8	14.4
Va Slims 100FSP	15	14.5	15.0	14.3
Va Slims 100FMSP	15	14.5	15.3	14.8
Va Slims Lights 100FHP	9	9.0	8.7	8.5
Va Slims Lights 100FMHP	9	9.0	8.6	8.3
Va Slims Lights 120FHP	15	14.0	14.3	13.7
Va Slims Lights 120FMHP	15	14.0	13.7	13.2
Va Slims Ultra Lights 100FHP	6	6.0	4.9	5.9
Va Slims Ultra Lights 100FMHP	6	6.0	4.8	5.2

50 + 26 = 76

18/76

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